

DATE: October 1, 2012

TO: City Clerk

FROM: City Representative Carl L. Robinson

ADDRESS: 2 Civic Center Plaza, El Paso, Texas 79901 TELEPHONE 915-541-4400

Please place the following item on the (Check one):    CONSENT    XXX    REGULAR    \_\_\_\_\_

Agenda for the Council Meeting of October 9, 2012

## Appointment of William Ketcherside to the Greater El Paso Civic, Convention and Tourism

Item should read as follows: Advisory Board by Representative Carl L. Robinson, District 4

## BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Greater El Paso Civic, Convention and Tourism Advisory Board

NOMINATED BY: Representative Carl L. Robinson DISTRICT: 4

NAME OF APPOINTEE William Ketcherside  
(Please verify correct spelling of name)

E-MAIL ADDRESS:

BUSINESS ADDRESS: 11 Pershing Rd

CITY: Fort Bliss ST: TX Zip: 79916 PHONE: 915-568-2427

HOME ADDRESS:

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

**DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY?      YES:      NO    X**

**IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:**

N/A

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Manuela Yolanda Torres

EXPIRATION DATE OF INCUMBENT: 06-12-2012

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE):      TERM EXPIRED:   X    
RESIGNED \_\_\_\_\_  
REMOVED \_\_\_\_\_

DATE OF APPOINTMENT: 10/09/2012

**TERM BEGINS ON :** 06/13/2012

**EXPIRATION DATE OF NEW APPOINTEE:** 06/12/2014

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: X

2<sup>nd</sup> TERM:

UNEXPIRED TERM:

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# William Ketcherside

## *Education*

*El Paso Community College: Business Management*

*MG Robert M. Joyce Installation Management Academy :*

*Community and Family Management Course*

*Applied Financial planning*

*Marketing and Long Range Planning*

*Operation Excellence-Customer Service Trainer*

## *Work Experience*

2009-Present , Chief, Fort Bliss Marketing and Special Events

Responsible for the total operation of Marketing, Advertising and Commercial Sponsorship for Fort Bliss Family and Morale Welfare and Recreation. Also all electronic and print media to include the publishing of the BLISS NOW quarterly magazine. In addition, responsible for the planning, coordination and execution of all Garrison wide special events. Events as small as an intimate dinner for twenty or a full blown event for over 10,000. Also serves as Community Liaison and Public Affairs Officer.

2006-2009, Chief ,Outdoor Recreation and Special Events

Oversight of the Fort Bliss Outdoor Recreation Program to include a 26 acre park, 123 space RV Park, Frame Shop, Leisure Travel Services and a Recreation Center. Also Responsible for Garrison Wide Special Events as indicated above. Served as Community Recreation Chief in the Directors absence.

1999-2006, Youth Services Director

Responsible for the operation of one 64,000 square foot youth center and one 25, 000 square foot youth center. The operation of before and after school programs for youth age 11 and up, a year round Sports Program for all ages, instructional program and recreational activities during out of school hours. Direct Supervision of 21 Staff and a 1.2 million dollar budget. In addition operated a food service program to include breakfast and snack during the school year and the addition of lunch during the summer. Also operated a resale snack facility as part of the program.

1996-1999, Youth Sports Director

Responsible for a year round youth sports program for youth ages 3 and up. Sports included baseball, soccer, football, basketball, track and field and Lacrosse. Coordinated the games, planned the practices, maintained the fields, procured supplies, organized the volunteer coaches and handled the parents.

1995-1996 Facility Manager and Athletic and Recreation Director

Operated a 52, 000 square foot Physical fitness Center at Biggs Field. The facility included and gymnasium, large weight room, cardio room , racquetball courts and locker rooms. Responsible for staffing, cleanliness , scheduling, ordering supplies and maintaining equipment. In addition ran the intramural league for the 3rd Armored Cavalry Division. Organizing sports leagues and games for soldiers in a variety of Sports.

1990-1995, Fort Bliss Aquatics Director

Responsible for the oversight of nine seasonal outdoor facilities and one indoor Olympic facility. Hired the staff, trained the lifeguards, maintained the facilities, procured supplies, scheduled events and programs, Operated a learn to swim program organized physical training for the soldiers, and handled money.

1984-1994 Assistant Aquatics Director,

Served as the assistant to the Aquatic Director responsible for the daily operation of 9 outdoor facilities and one indoor aquatic center. Responsible for one shift in a two shift operation. Scheduled staff, cleaned facility, taught lessons, handled money, lifeguarded when needed. Prepared facilities for summer opening and winter closings.

Miscellaneous Employment

Walt's Electric Company-Installed Ceiling Fans  
Knights Roofing- Removed and Installed new roofs  
Wood Trends Manufacturing-Furniture Maker

Awards-

Achievement Medal for civilian Service 13 April 2012  
Achievement Medal for Civilian Service 30 January 2007  
Commanders Award for Civilian Service 1 June 2006  
Honorable Order of Saint Barbara

*Volunteer Work*

El Paso Humane Society  
Veterans of Foreign Wars 8919  
Fort Bliss NCO Wives Club  
Fort Bliss Opportunities for Single Soldiers

*References*

Mark Cauthers, Fort Bliss Deputy Garrison Commander, 568-5473  
Michele Wiernicki, Fort Belvoir Commercial Sponsorship Coordinator, (703) 805-4138